



Éléonore Guignot Matthiessen

COLLECTION MERCHANDISER /
PRODUCT MANAGER ACCES-
SORIES

Paris, France

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Languages

Danish (Basic)

English (Fluent)

French (Native)

German (Basic)

Italian (Work Proficiency)

About

My product sense and my business expertise are today my greatest assets. With a solid knowledge of the luxury market and multiple skills, I am convinced by the relevance of the innovative solutions that I am able to provide. Force of proposal, I show autonomy, team spirit and determination.

Passionate and committed, I am always ready to take on new challenges within a team!

BRANDS WORKED WITH

- Maison Margiela
- BALENCIAGA
- Maison alaià
- Christian Dior Couture
- Château la Coste
- Au Comptoir du Bar
- Eden Park
- Goupeal
- The Bicester Village Shopping Collection
- Groupe L'Express (ex Altice Media)
- Red Panda
- WOOYOUNGMI

Experience



● Collection Merchandiser - Women Shoes

Maison Margiela | Sep 2023 - Now

Responsable des collections souliers Femme



● Collection Merchandiser - Men Shoes

Maison Margiela | Jan 2023 - Sep 2023

Responsable des collections souliers Homme

● Accessories (LG & SHOES) Merchandising Direction Co-ordinator & Director Assistant

BALENCIAGA | May 2022 - Jan 2023

● Artistic Direction Coordinator

Maison alaià | Aug 2021 - May 2022

I support the Creative Director in all the different topics he's working on : Studio, Image, Communication, Retail, Architecture,...

Management of the global planning of the Creative Direction

Creative Researches : Collection, Image, Visual Merchandising, Architecture,...

Retail and Wholesale results monitoring & sales analysis on all categories

Global follow-up of all the different projects of the company

● Junior Product Manager

Maison alaià | May 2020 - Aug 2021

Strategic development of the 500 Stock-Keeping Units Collection

Market and competition analysis, pricing strategy

France-Italy product development coordination & codification

Results monitoring and sales analysis



● UNESCO & Women@Dior : Women Leadership & Sustainability Education program

Christian Dior Couture | Apr 2020 - Apr 2021

Accompanying a new generation of women around the world, the UNESCO & Women@Dior: Women Leadership & Sustainability program is dedicated to the topic of gender equality and women's leadership for a responsible future.

Combining high standards and excellence, this multilayered and ethically

minded year-long program is based on five fundamental values: autonomy, self-care and self-awareness, inclusion, creativity and sustainable development.

These five themes are taught through a personal mentorship by a Dior talent, exclusive courses led by the world's most prestigious experts in their fields, inspiring interviews from Leaders, friends of the House of Dior, the LVMH Group and UNESCO, as well as the creation of a project supporting the empowerment of young girls: the Dream for Change project



- **Project Event Coordinator**

Château la Coste | May 2018 - Nov 2018

Contemporary Art / Wine / Luxury

Managing Luxury Wine Tourism & Cultural Events: vernissages, concerts, private & public events 100 to 900 guests.

Manage the France & International Press Relations.

Design Communication & Sponsorship materials including digital posters for the city of Aix en Provence.

- **Head Of Marketing Communications**

Au Comptoir du Bar | Mar 2018 - May 2019

Dropshipping: wines & spirits. Website creation, marketing strategy & digital communication and print.



- **Sales Staff**

Eden Park | Nov 2017 - Apr 2018

Student job

- **Digital Marketing Consultant**

Goupeal | Jun 2017 - Dec 2017

UX & UI design

- **CHARGÉE DE PROJET MARKETING - COMMUNICATION RETAIL MODE LUXE**

The Bicester Village Shopping Collection | Sep 2016 - May 2017

Define a global marketing strategy France & International

Design and manage fashion and art event projects: Défilé StreetStyle, StreetArt à La Vallée ; projects carried during the campaign ActiveWear.

Design campaigns and communication media / Manage Relationships Press France & International

- **CHARGÉE DE PROJET MARKETING BtoB / BtoC - MEDIA ART, MODE, DESIGN**

Groupe L'Express (ex Altice Media) | Jul 2015 - Jan 2016

BtoB & BtoC marketing campaign

Budget analyzes and competitive intelligence



- **social media developer**

Red Panda | Nov 2014 - Mar 2015



- **Commercial Assistant**

WOYOUNGMI | Nov 2013 - Feb 2014

Education & Training

2019 - 2020

- **SKEMA Business School**

Master of Science - MSc, International marketing And business development

- 2017 - 2018 ● **UVSQ Université de Versailles Saint-Quentin-en-Yvelines**
Master's degree,
- 2015 - 2016 ● **VIA University College**
Bachelor's degree,
- 2013 - 2017 ● **MODART International**
High School Diploma,
- 2012 - 2013 ● **École de Condé**
MANAA,
- 2011 - 2012 ● **DF Musci School**
Master semi-professionnel composition harmonique,
- 2011 - 2012 ● **Institut Sport Océan**
CQPAMV,
- 2009 - 2012 ● **lycée sonia Delaunay**
Baccalauréat Scientifique,